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HOMEMAKERS' CHAT
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U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

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Wednesday, December 13, 1944

Subject: "Quiz Kids Make A School Lunch Movie" Information from Office of Distribution officials, War Food Administration.

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The community school lunch program is steadily growing more popular. Tried in 30,000 schools last year, school lunches were judged "tops" by over 4 million school children. School lunches aren't new. But the plan so widely used now is one in which the Federal Government participates. By receiving reimbursement for part of their expense schools are able to serve nutritious lunches at reasonable prices...and serve them to every child...regardless of his ability to pay.

Watching the results of serving noon day meals to school children...many educators and parents are convinced that a nourishing lunch is essential if children are to develop to the maximum in health and scholarship. The good news has traveled from school to school, from one state to another.

Even the famous radio Quiz Kids are now helping to spread the good news about school lunches. Four of the Quiz Kids made a movie not long ago. It hasn't been released yet, but when it is distributed throughout the country millions of grown-ups and children will see the Quiz Kids not only answering questions, but eating a first class lunch, known as a Type A lunch.

Since the movie was not rehearsed the Quiz Master experienced many a worry. Would the Kids know the answers...or wouldn't they. He was ready with a list of 30 questions. Some were on chemistry, several on music, and a number of them about food. Little blonde-haired, blue-eyed Ruthie Duskin who is 10....is the picture of health, full of energy and interested in everything. Joel Kupperman,

the "math whiz" had his hand raised on almost all the questions. Seven year old Pat Conlon kept the crowd making the movie entertained with his droll remarks. The oldest in the group of four who made the movie is David Davis, who, at the age of 11, is already quite a violinist.

At the end of the question bee the youngsters were served with a piping hot lunch, similar to the lunches served to several million other school children throughout the nation. This was the menu: beef hamburger pattie, parsley potatoes, buttered carrots cut in long strips, one slice each of whole wheat and white bread, a half pint of milk, and a big red apple. Type A lunches are nutritious meals, scientifically planned to furnish a child with at least one-third...and often more...of the food he needs for a day.

Many mothers are so busy now they haven't time....to prepare the kind of a lunch youngsters should have. Then too, many parents haven't been taught how to balance meals. Nutrition as popular knowledge is comparatively new. If children are served the kind and quantity of food they should have...if they learn to eat a wide variety of foods, their bodies and minds can grow properly...and at the same time they eat, they are learning what the right foods will do for them. The advantages of eating with a group are apparent if you have observed the way children forget their individual whims and eat whatever the rest of the crowd eats.

Under the present plan, which is working so satisfactorily in thousands of schools, the War Food Administration, by act of Congress, reimburses schools that need financial help...as much as 9 cents per meal per child...providing the type A lunches are served. That means a complete lunch which included a meat or meat substitute, two vegetables, or one vegetable and one fruit, whole wheat or enriched bread, butter or fortified margarine and milk.

The movie explains any school not run for profit may apply for reimbursement. The initiative must be taken by the school officials or citizens in the community who cooperate with the teachers and school board. By writing to the War Food Administration, at Washington, anyone can get information on the school lunch program. Watch for this Quiz Kid movie about school lunch. It's full of information.

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